5

10

15

## WHAT IS CLAIMED IS:

- 1. A conductive paste comprising:
- (a) a conductive powder;
- (b) an organic vehicle; and
- (c) at least one compound selected from the group consisting of a compound which has a tertiary amine structure and which can be dissolved into the organic vehicle, and a compound which has a heterocyclic structure including nitrogen but not including sulfur and which can be dissolved into the organic vehicle.
- 2. The conductive paste according to claim 1, wherein the compound which has a tertiary amine structure and which can be dissolved into the organic vehicle is at least one compound selected from the group consisting of N,N',N'-tris(2-hydroxyethyl)-N-alkyl-1,3-diaminopropane, triethylamine, and trimethylamine.
- 3. The conductive paste according to claim 1, wherein the compound which has a heterocyclic structure including nitrogen but not including sulfur and which can be dissolved into the organic vehicle is at least one compound selected from the group consisting of benzotriazole, quinoline, isoquinoline, carbazole, indole, and 1,8-diazaphenanthrene.
- 4. The conductive paste according to claim 1, wherein the conductive powder comprises at least one material selected from the material group consisting of Pt, Ag, Ni, Cu, Al, and W or an alloy including at least one material selected from the material group.

20

5. The conductive paste according to claim 1, wherein the organic vehicle comprises at least one resin compound selected from the group consisting of compounds having a cellulose structure, compounds having a cellulose ester structure, and compounds having a cellulose ether structure.

5

6. The conductive paste according to claim 2, wherein the compound which has a heterocyclic structure including nitrogen but not including sulfur and which can be dissolved into the organic vehicle is at least one compound selected from the group consisting of benzotriazole, quinoline, isoquinoline, carbazole, indole, and 1,8-diazaphenanthrene.

10

7. The conductive paste according to claim 2, wherein the conductive powder comprises at least one material selected from the material group consisting of Pt, Ag, Ni, Cu, Al, and W or an alloy including at least one material selected from the material group.

15

8. The conductive paste according to claim 3, wherein the conductive powder comprises at least one material selected from the material group consisting of Pt, Ag, Ni, Cu, Al, and W or an alloy including at least one material selected from the material group.

20

9. The conductive paste according to claim 6, wherein the conductive powder comprises at least one material selected from the material group consisting of Pt, Ag, Ni, Cu, Al, and W or an alloy including at least one material selected from the material group.

10. The conductive paste according to claim 2, wherein the organic vehicle comprises at least one resin compound selected from the group consisting of compounds having a cellulose structure, compounds having a cellulose ester structure, and compounds having a cellulose ether structure.

5

11. The conductive paste according to claim 3, wherein the organic vehicle comprises at least one resin compound selected from the group consisting of compounds having a cellulose structure, compounds having a cellulose ester structure, and compounds having a cellulose ether structure.

10

12. The conductive paste according to claim 4, wherein the organic vehicle comprises at least one resin compound selected from the group consisting of compounds having a cellulose structure, compounds having a cellulose ester structure, and compounds having a cellulose ether structure.

15

13. The conductive paste according to claim 6, wherein the organic vehicle comprises at least one resin compound selected from the group consisting of compounds having a cellulose structure, compounds having a cellulose ester structure, and compounds having a cellulose ether structure.

20

14. The conductive paste according to claim 9, wherein the organic vehicle comprises at least one resin compound selected from the group consisting of compounds having a cellulose structure, compounds having a cellulose ester structure, and compounds having a cellulose ether structure.

15. An electronic component comprising an electrode formed by using the conductive paste according to any one of claims 1-14.

5

10

15

- 16. An electronic component comprising an electrode formed by printing the conductive paste according to any one of claims 1-14.
- 17. The electronic component according to claim 15, wherein the thickness of a primary part of the electrode is 1 mm or less.
- 18. The electronic component according to claim 15, wherein the electronic component is a monolithic ceramic capacitor.
  - 19. A method of controlling the viscosity of a conductive paste including a conductive powder and an organic vehicle, which comprises:

adding to the conductive paste at least one compound selected from the group consisting of a compound which has a tertiary amine structure and which can be dissolved into the organic vehicle; and

adding to the conductive paste a compound which has a heterocyclic structure including nitrogen but not including sulfur and which can be dissolved into the organic vehicle.

20. A method of controlling the viscosity of a conductive paste according to claim 19, wherein the compound which has a tertiary amine structure and which can be dissolved into the organic vehicle is at least one compound selected from the group consisting of N,N',N'-tris(2-hydroxyethyl)-N-alkyl-1,3-diaminopropane, triethylamine, and trimethylamine.

21. A method of controlling the viscosity of a conductive paste according to any one of claims 19 or 20, wherein the compound which has a heterocyclic structure including nitrogen but not including sulfur and which can be dissolved into the organic

20

5

10

15

vehicle is at least one compound selected from the group consisting of benzotriazole, quinoline, isoquinoline, carbazole, indole, and 1,8-diazaphenanthrene.

- 22. A method of controlling the viscosity of a conductive paste according to any one of claims 19 or 20, wherein the conductive powder comprises at least one material selected from the material group consisting of Pt, Ag, Ni, Cu, Al, and W or an alloy including at least one material selected from the material group.
- 23. A method of controlling the viscosity of a conductive paste according to claim 22, wherein the compound which has a heterocyclic structure including nitrogen but not including sulfur and which can be dissolved into the organic vehicle is at least one compound selected from the group consisting of benzotriazole, quinoline, isoquinoline, carbazole, indole, and 1,8-diazaphenanthrene.
- 24. A method of controlling the viscosity of a conductive paste according to claim 23, wherein the organic vehicle comprises at least one resin compound selected from the group consisting of compounds having a cellulose structure, compounds having a cellulose ester structure, and compounds having a cellulose ether structure.